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ENTRANCE DRIVE TO OUR NURSERY

FINE ORNAMENTAL PLANTS *for the* SOUTH

Spring 1953

Jacksonville Landscape Company

1325 CASSAT AVENUE • TELEPHONE 2-3212

JACKSONVILLE 5, FLORIDA

Terms and Conditions of Sale

Location. Our Office and Nursery are located at 1325 Cassat Avenue, Jacksonville, Florida.

Cash must accompany all orders for immediate delivery or shipment, unless other arrangements have been made in advance. On reserve orders booked in advance of the shipping season, 25 percent down payment will be required, with the balance due when the shipping season opens. Orders are accepted only upon condition that they shall be void should injury befall the stock before shipment from any causes not under our control. Stock retained at our nurseries long enough to grow to a larger grade will be billed accordingly at shipping time.

How to Send Money. An Express Money Order, Postal Money Order, or Bank Draft is the best form of remittance. You can send your personal check if you desire. It is not safe to send silver or bills except in a registered letter.

Shipments. Please state when ordering how you wish shipment made—by Parcel Post, Express, or Freight. Lacking this information, we will use our best judgment as to method of forwarding. **On orders for shipment add 10 percent to the list price to cover packing charges.**

Shipping and Planting Season. From the middle of November to March for bare-rooted plants. Container and Balled and Burlapped plants at any time.

Guarantee. We guarantee our stock to be in first-class condition for growing when it leaves our hands. Every effort is used to have all our stock true to name. Nevertheless, it is understood that should any stock prove unsatisfactory or untrue to name, we shall be liable only for the sum originally paid for the stock and shall in no case be liable for any greater amount. The order should be examined carefully upon receipt **and if not entirely satisfactory a report given us immediately.** We do not guarantee any nursery stock to live, except with the understanding that it will be replaced during the following planting season, at not less than 50 percent of the original purchase price, should any plants die within 90 days from transplanting from causes other than neglect.

Claims. If any errors should occur, they will be promptly rectified if claims are made within 10 days after receipt of stock. Our responsibility, except as stated above, ceases upon delivery of nursery stock to carrier.



JACKSONVILLE LANDSCAPE CO.

1325 CASSAT AVENUE

PHONE: 2-3212

JACKSONVILLE 5, FLORIDA

Stars in your Garden

DAYLILIES

THANKS A MILLION for the wonderful response you gave our Daylily offers in last year's catalog. This year we are offering **MORE** varieties than ever before and **AT LOWER PRICES**. We are especially proud of being able to offer you the exquisite creations by Mr. Ralph W. Wheeler at prices everybody can afford to pay. You'll be astonished at our new low prices for the same high quality plants.

Not "Fancy Named" Seedlings at exorbitant prices, but varieties developed by America's leading hybridizers and thoroughly tested for Southern conditions. Varieties you can enjoy in **YOUR OWN GARDEN** with a minimum of effort.

Imagine plants that will grow and thrive in either sun or partial shade, not subject to plant pests and diseases and therefore require no spraying, that will grow in dry or moist soil and are satisfactory from Florida to Maine! They are ideal in the annual or perennial border with a background of higher shrubs, in dull spots in foundation plantings, in the cutting garden or for naturalizing. **They are the busy gardener's answer to a prayer for more color.**

The killing frost experienced in November 1950, more than ever proved the value of these plants. **Thousands of other plants were killed or injured, but not Daylilies.** No damage. Beautiful beyond words again in the Spring and Summer.

We do not attempt to list all the varieties on the market today. For that matter, we do not believe that anyone offers all of them. However, by continually testing promising new varieties, we are eliminating those types that prove to be not at home under our climatic conditions.

For "Budget Minded" Gardeners we are offering 6 Bargain collections of fine Daylilies. Some of these varieties will be sold out long before the Season is over. So PLEASE, do not delay in sending your order. DO IT TODAY.

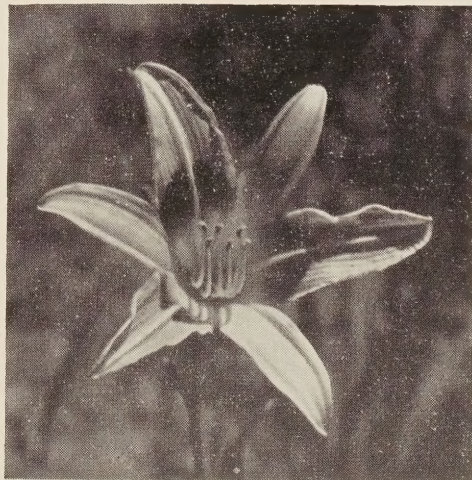
NOTE: Orders are only accepted subject to prior sale. Please write us if we may substitute varieties of equal value in case we are sold out of any particular type.

TRY AGAPANTHUS with YELLOW DAYLILIES

See Page 22.



CIRCE



MIKADO

YOUR OWN SELECTION

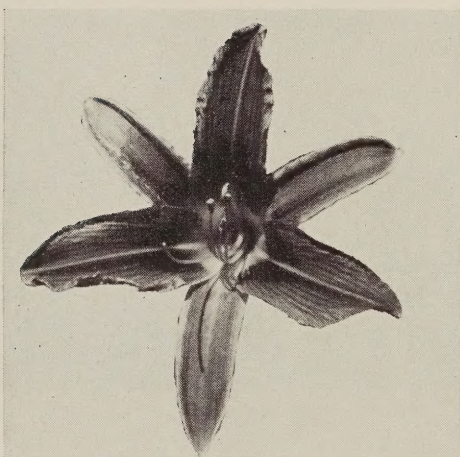
Ready to flower the first year

ONLY

.35

EACH

(plus postage)

5**Strong Plants Postpaid****\$1⁸⁰****10****Strong Plants Postpaid****\$3⁵⁰**

MRS. JOHN J. TIGERT



VULCAN

AMARYLLIS. (Betscher.) A very beautiful evergreen variety with vase-shaped, golden yellow flowers. Mid-season.

AURANTIACA. One of the fulvous types, with narrow petals. Throat of flower is orange and sepals are tinged with English red. Midseason.

BAGDAD. (Stout.) A fine large, bicolored flower with clear orange throat. Outer petals coppery red with orange background. Medium grower. Midseason.

BARONET. (Stout.) Fulvous red flower of great merit borne in great profusion. Two midseason blooming periods. Fine for low border.

CINNABAR. (Stout.) One of the older midseason hybrids. The throat of the flower is clear yellow, with the color of the outer petals deepening to a lovely shade of brownish red. Color similar to Aurantiaca but more pronounced. Very floriferous. Evergreen.

CIRCE. (Stout.) Small, full flowers borne on strong scapes. Prolific bloomer. See photograph page 3.

CRESSIDA. (Betscher.) A strong-growing, deciduous variety with large, orange blooms. A fulvous marking in the throat makes this a great favorite. Excellent for mass effect.

DAUNTLESS. (Stout.) Large, broad-petaled flowers of pale yellow, slightly flushed in the mid-zone; green-tinted throat. Beautiful.

EARLY GOLD. (Shoemaker.) One of our seedlings with medium-sized, clear orange flowers borne in clusters. This variety flowers three or four times every season and will stand any amount of hot weather.

ETHEL FOOTE. (Shoemaker.) One of our seedlings. Large flower with clear yellow throat; petals deepen to chocolate-brown with yellow stripe extending through center of petal. Plant in partial shade for best results. Unusual. Midseason.

FLORHAM. (Harrington.) One of the old favorites with very attractive, clear yellow flowers. Very fragrant. Evergreen. Midseason.

FLORIDA. (Hayward.) Small flower of light chrome-yellow and old-rose-blush. Unusual.

GYPSY. Small, cup-shaped, yellow flower with crinkly petals. The true variety is rare. Midseason.

J. A. CRAWFORD. (Betscher.) Wide-open flowers of clear yellow. Very strong grower. Floriferous.

LUTEOLA MAJOR. (Van Tubergen.) Tall growing, with large, lemon-chrome flowers. Very desirable for cutting. Midseason.

MANDARIN. (Farr.) Robust, large-flowering variety with pale yellow blooms of great beauty. Midseason.

MIKADO. (Stout.) One of Dr. Stout's first-creations and still one of the most outstanding. Flowers are clear orange, with mahogany-red eye zone. Blooms twice. Midseason. Evergreen. Should be in every garden. See photograph page 3.

MRS. JOHN J. TIGERT. Pale orange throat with red petals. Very strong grower of great merit. Deciduous. Midseason. See photograph page 4.

RAJAH. (Stout.) Flowers almost identical to Mrs. John J. Tigert. Blooms about three weeks later. Evergreen. Midseason.

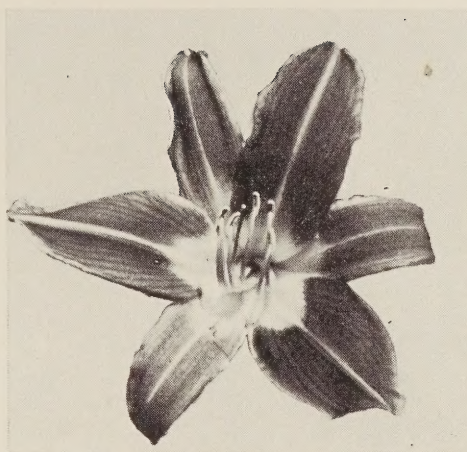
THE GEM. (Betscher.) This midseason variety has an attractive orange-yellow bloom of medium size. Its long flowering season makes it a worthwhile addition to any garden.

VESTA. (Stout.) Flowers are very broad petaled, deep orange in color, with slight fulvous marking and of good substance. One of the best. Evergreen. Midseason.

VULCAN. (Stout.) Beautiful, medium-large flower with orange throat and maroon-colored petals. Robust grower. Evergreen. Early to midseason. See photograph page 4.

WOODLOT GOLD. (Cleveland.) Large fragrant flowers of brilliant orange-yellow. Fluted petals with long blooming season.

NOTE: Orders are only accepted subject to prior sale. Please write us if we may substitute varieties of equal value in case we are sold out of any particular type.



SACHEM

Try
AGAPANTHUS
with
YELLOW DAYLILIES



LINDA

The Biggest Bargain of 1953

1 EACH OF ABOVE 23 VARIETIES

FOR ONLY **\$7.00** POSTPAID

Bargain Collection

NUMBER

2

ONLY **.50** EACH

(Plus Postage)

ENTIRE COLLECTION

9 Superior Varieties

\$4.00

POSTPAID

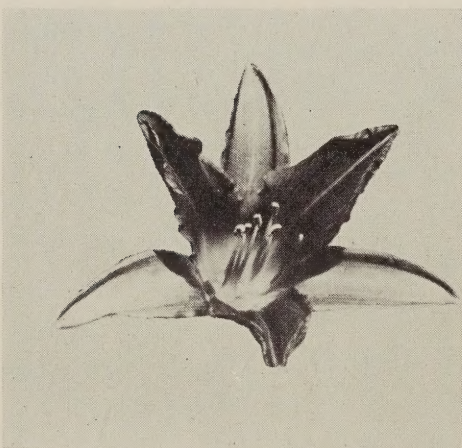
9 DIFFERENT
PLANTS YOU'LL
ENJOY FROM
NOW ON . . .



TEJAS



WELAKA



ALLAPATAH

AJAX. (Mueller.) Usually the first Daylily to bloom in the spring. Medium clear orange flower.

BUCKEYE. Very similar to Mikado but much earlier flowering. Clear orange with mahogany-red eye. Flowers borne in clusters.

MARY GRACE. (Shoemaker.) A very showy, fast-growing type. Flower is star shaped, with throat of a delicate shade of green and outer part of petals and sepals deepening to pale apricot. The entire flower has a decided silvery sheen, making this one of the loveliest Daylilies we know. Midseason to late

MONARCH. (Stout.) Well branched, with large, cadmium-yellow flowers. Midseason. Excellent.

OPHIR. (Farr.) Outstanding, tall-growing variety with wide, trumpet-shaped, clear orange-yellow flowers with a 6-inch spread. Long blooming season. Fragrant. Fine cut flower. Evergreen.

SEMPERFLORENS. (Van Tubergen.) Vigorous grower with evergreen foliage. Medium-sized, cadmium-yellow flowers.

SIR MICHAEL FOSTER. (Mueller.) A great favorite in every garden. Very strong grower, with tall spikes of trumpet-shaped, clear yellow flowers. Unsurpassed if tall background is desired. Should be in every collection. Fine cut flower. Evergreen. Midseason.

SOUDAN. (Stout.) The medium-sized flowers with wide, overlapping petals are borne in great abundance. Color is clear golden yellow. Evergreen. Most desirable. Early to midseason.

TRIUMPH. (Stout.) A strong grower with large, rich orange-colored flowers. Faint fulvous red halo on throat. Very fine. Midseason.

Bargain Collection

NUMBER

3

Your Own Selection of

13 Beautiful Daylilies

You'll Be Proud To Own

ONLY **.75** EACH

(Plus Postage)

5

Strong Plants
Postpaid

\$3.50

10

Strong Plants
Postpaid

\$6.75

FESTIVAL. (Stout.) Vigorous grower with English red petals and orange mid-stripe. A truly beautiful mid-season variety.

HIAWATHA. (Stout.) Small flowers of clear orange, carried on strong scapes in great abundance. Very effective. Early to midseason.

LINDA. (Stout.) A bicolor with pastel-shaded eye zone of great beauty. Golden yellow base with cinnamon marking. Midseason. See photograph page 5.

MILDRED ORPET. (Traub.) Pale tan and peach shadings. Very beautiful garden effect.

PORT. (Stout.) Small, bright red flowers carried in great profusion. Fine for contrast in low border. Midseason.

PRINCESS. (Stout.) Large, delicate, fragrant flowers of clear lemon-yellow color. Strong grower. Midseason.

SACHEM. (Stout.) Medium-sized flower with wide, overlapping petals. Deep velvety red with yellow-green throat. Holds color well in hot weather. One of the best. See photograph page 5.

TEJAS. (Russell.) Most unusual orange-red with yellow throat. Although semi-deciduous, this much-branched variety is highly recommended. See photograph page 6.

THERON. (Stout.) Medium-sized flower of oxblood-red with clear yellow throat; petals pinched. July flowering.

WAU-BUN. Early to midseason variety with light cadmium-colored flowers, over which there is a sprinkling of faint fulvous red. The twisted petals make this variety outstanding.

WELAKA. (Watkins.) Very large flowers with orange-colored throat, fading to a rosy fulvous tone on outer segments. Excellent. See photograph page 6.

YELDRIN. (Stout.) Small, yellow-orange flowers. Much-branched scapes. Very floriferous.

ZOUAVE. (Stout.) Fulvous red petals with dark marking in mid-zone. Throat clear yellow. Medium-sized flowers borne in great numbers. Early to midseason.

**1 EACH OF THE
ABOVE 13 VARIETIES**

\$9.00

Postpaid



CABALLERO



FANTASIA



JACK



TAMIAM



TARUGA



DUNCAN

Bargain Collection

NUMBER

4

7 of the worlds finest

DAYLILIES

AT ONLY

\$1.00

EACH

(Plus Postage)

ENTIRE COLLECTION

POSTPAID
FOR

\$6.00

ALLAPATAH. (Watkins.) The flowers, produced in mid-April, are large (5¾ inches across), of full form and heavy texture. The color approaches mascara and the effect is self-colored. The garden effect might approach deep maroon. See photograph page 6.

BICOLOR. (Stout.) Orange-yellow sopals with royal-red petals. Very beautiful.

CABALLERO. (Stout.) Striking bicolor with vermilion petals and golden yellow sepals and throat. Flowers to 6 inches across. Very fine and unusual. Evergreen. See photograph page 7.

FANTASIA. (Stout.) Most unusual flower of oxblood-red and canary-yellow. Petals are twisted and fluted. See Photograph.

JACK 'N JILL. (Watkins.) Habit dwarf, excellent for edging Daylily borders. The blooms of the evergreen clone are borne early in April; those of the deciduous one follow about five weeks later, giving a continuous sequence of bloom over a period of about three months. The flowers are small (3¼ inches), of a sprightly red which approaches Burmese ruby. See photograph page 7.

TAMIAM. (Watkins.) Plant very robust. The flower is large, spreading, giving a bold day-long garden effect, for it does not roll or fade badly in the April sun. The sepal is self-colored, Pompeian red, and there is no differentiation of margin or mid-rib. See photograph page 8.

TARUGA. (Stout.) Beautiful open flower with faint cinnamon dust effect in the mid-zone. Gracefully curved flowers. See photograph page 8.

Don't have a Dull Garden . . . Use

DAYLILIES

NOTE: Orders are only accepted subject to prior sale. Please write us if we may substitute varieties of equal value in case we are sold out of any particular type.

Bargain Collection

NUMBER

5

9 DAYLILIES

THIS YEAR

which last year
sold up to
\$3.00 each . . .

ONLY **\$1.50** EACH
POSTPAID

5 Strong plants postpaid . . . \$7.00

ENTIRE COLLECTION \$12.50
POSTPAID

AUGUST ORANGE. Much branched. Rich deep orange flowers.

BLANCHE HOOKER. (Stout.) Vigorous grower with large, maroon flowers borne on tall scapes. One of the best.

DUNCAN. (Wheeler.) Very early. Gorgeous deep red. Large flower up to 6 inches across. See photograph page 8.

GEORGIA. (Stout.) A truly peach-colored flower with deeper tinted throat. Full blooms with wide, overlapping petals.

GUNGA DIN. (Bright Taylor.) A 5-inch, star-shaped flower of red-purple with sulphur-yellow throat. Stands full sun. See photograph this page.

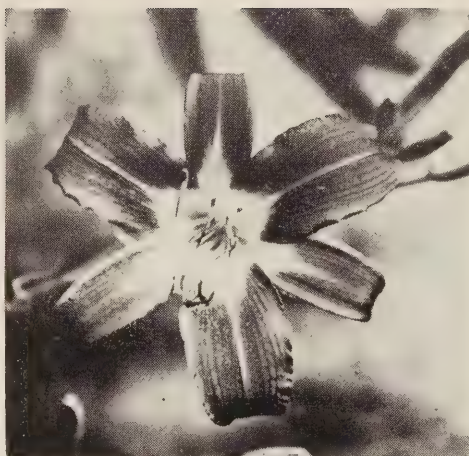
KANAPAHA. (Watkins.) Evergreen. Clear cardinal-red blooms without eye zone. See photograph this page.

MICHAEL ROBINSON. (Russell.) Rich mahogany-red of velvety texture, shading to gold in the throat. Large flower. Recurrent. See photograph this page.

RED BIRD. (Stout.) One of our favorite red Daylilies. Strong grower. Tall scapes.

WOLOF. Velvety maroon with clear orange throat. Tall.

DAYLILIES in the South may be transplanted at any time. Doing the job during late summer or fall assures you, however, that the plants will become well established before winter and give maximum results the first blooming season. Planting should be at the same depth the plant grew in the nursery. A liberal amount of humus or similar decayed vegetable matter added to the soil is advisable. Two applications of a high-grade commercial fertilizer during the growing season will keep the plants in vigorous condition. Never try to push them too much. Keep well watered until thoroughly established during hot, dry periods. For best results planting should be in sunny or at least partially sunny locations.



GUNGA DIN



KANAPAHA



MICHAEL ROBINSON



SWEET ALICE



BACCHUS



BRACKEL

WORLD'S FINEST COLLECTION OF *"Hard to Get"* **DAYLILIES**

\$3.00 EACH postpaid

1 PLANT EACH OF THE FOLLOWING \$16⁵⁰
6 FINE VARIETIES POSTPAID

**ONLY ONE COLLECTION
TO THE CUSTOMER**

BILLY VINSON. (Sutton.) This variety came to our notice some years ago but unfortunately it is very slow in multiplying. A beautiful deep maroon colored flower which stays open until midnight. Just a few available.

BLACK FALCON. (Nesmith.) Very dark flower with pale throat. Excellent for contrast with light yellows.

HELEN FISHER. (Bright Taylor.) Very long blooming season. Soft apricot with lemon yellow throat. Prolific bloomer.

OLIVE BALDWIN. (Bright Taylor.) Old copper shading with red veining. Sulphur yellow throat. Crinkled petals.

SUNSET GLOW. (Bright Taylor.) Large, full flowers of truly sunset shading with golden yellow throat.

SWEET ALICE. (Bright Taylor.) Medium sized, cup shaped flower of dull rose. Very effective. See photograph on this page.

NOTE: In classifying the various varieties as "Early" "Midseason" or "Late" flowering, we are guided by North Florida conditions as indicated below. Seasons may vary greatly, depending upon local weather conditions. During periods of heavy rainfall, plants will frequently produce additional out-of-season flowers.
Early—March 15 to May 1.
Midseason—May 1 to July 1.
Late—July 1 to August 15.

NOW *for the first time*

At a price everyone can afford to pay

DAYLILY CREATIONS

By Ralph W. Wheeler

Mr. Wheeler, one of the South's leading hybridizers of Daylilies, has developed varieties so unusual and exquisite that your Daylily garden is not complete without them. Only through special arrangement with Mr. Wheeler are we able to offer the following 13 varieties at prices you've been paying for ordinary types.

The number of plants available is very limited, so don't delay in sending your order.

- BACCHUS.** Very full flower of raspberry violet shade. Early bloomer, Recurrent. See photograph page 10.....Postpaid @ **\$2.00**
- BRACKEL.** Two-tone effect of mahogany and tan. Most unusual. See photograph page 10.....@ **2.00**
- BRANDYWINE.** True mahogany coloring with purple eye-zone. Full flat flower with ruffled petals. Midseason.Postpaid @ **1.75**
- CHANTICLEER.** Midseason. Crimson with scarlet shadings. OutstandingPostpaid @ **2.00**
- CORNELL.** A Flower out of the ordinary. Rich, crimson red and yellow. Worth a place of honor in your garden.....Postpaid @ **2.50**
- EASTERMORN.** Mr. Wheeler considers this as one of his outstanding varieties. Tall bicolor of yellow and old rose. Full flower with wide overlapping petals. See photograph.....Postpaid @ **3.00**
- HAILE SELASSIE.** Very large flowers of purple black with orange midribs and sepals. Free flowering. See photograph.....Postpaid @ **3.00**
- HAZEL SAWYER.** A medium sized, flower of dusty pink with yellow throat. Very floriferous.Postpaid @ **1.50**
- NARANJA.** Very full, wide petaled, pure orange flowers. A.M. 1950 T.H.S. See photograph page 12Postpaid @ **3.00**
- RUBY SUPREME.** "The King" of all Daylilies. Large, wide petalled, ruby red flowers borne on sturdy four to five foot stems. A True price winner. A.M. 1950 T.H.S. See photograph page 12Postpaid @ **1.75**
- SABRINA.** Magenta and plum shades with copper over-flush. Well branched.@ **2.00**
- VEGA.** A true dwarf variety with small purple flowers. Very floriferous. See photograph page 12@ **2.00**
- WHEELER HALO.** A medium-sized, yellow flower with cinnamon colored halo. Very strong grower.@ **1.50**

TOTAL PRICE.....\$28.00



EASTERMORN



HAILE SELASSIE

Treat Your Garden to this SPECIAL OFFER and Save \$8.05
One strong plant of each of the
above 13 varieties, plus
3 Wheeler Seedlings (worth \$1.05)

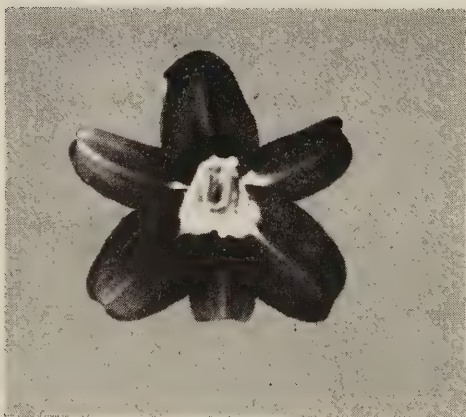
\$21⁰⁰
POSTPAID



NARANJA



RUBY SUPREME



VEGA

WHEELER SEEDLINGS

Each worth a place of honor in your garden

Beautiful Daylily creations by Mr. Wheeler, but not outstanding enough to name. Fine for naturalization or mass plantings.

10 Strong Plants Postpaid **\$3⁵⁰**

20 Strong Plants Postpaid **\$6⁵⁰**

50 Strong Plants Postpaid **\$15⁰⁰**

NEW and UNUSUAL VARIETIES

Only a few available. Prices quoted include postage.

One of each kind to the customer, please.

AURANTIACA MAJOR. Very large orange heavy texture. Slow to multiply.@ **\$2.50**

BLACK FALCON. (Nesmith) Very dark dusky mahogany with pale throat. Excellent.@ **\$2.50**

CHALLENGER. (Stout) Bright cardinal red with greenish yellow throat. Very strong grower. One of the finest.@ **\$3.00**

DOMINION. (Stout) Very large velvety red with concentric three tone pattern.@ **\$2.00**

FLORIDA GOLD. (Bright Taylor) Florida Gold shading to Chinese yellow. Very floriferous and showy.@ **\$3.00**

MING. (Stout) wide and full petals of deep golden yellow. Very clear shading.@ **\$3.00**

ROSALIND. (Species) Selected form from Fulva Rosea. Rose pink with silvery sheen.@ **\$2.00**

ROYAL RUBY. (Nesmith) Medium sized flower of brilliant red. Very fine.@ **\$3.00**

SONNY. (Stout) Fragrant pale yellow. Most attractive.@ **\$2.00**

STARS OVER DALLAS. (Russell) Star shaped yellow of great merit.@ **\$2.00**

SUN QUEEN. (Bright Taylor) Very large deep chrome yellow with twisting petals. Free bloomer.@ **\$3.00**

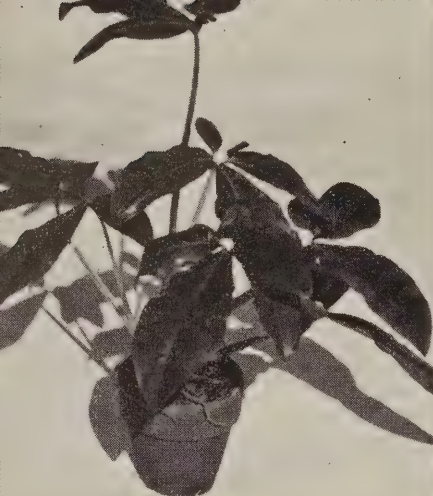
Something NEW has been added
FOR YOUR INDOOR GARDENING PLEASURE
24 Varieties of Exciting, New
TROPICAL PLANTS
for PATIOS and INTERIOR DECORATIONS



Tropical Foliage Plants in one of our Greenhouses.

Our modern trend of living has brought the garden into our homes. To-day's style of architecture demands the use of Decorative Houseplants not only in our homes, but in offices and other public buildings as well.

Among the most popular and satisfactory plants for indoor use are the Philodendrons. Many new varieties are available which are able to stand extreme indoor conditions of steamheat and air conditioning with a minimum of care. No wonder these plants are becoming more popular every day.



Bring the Tropics into your Home

VINING PHILODENDRONS

PHILODENDRON AURITUM

A new introduction from Haiti and Jamaica. Dark green tri-lobed leaves of very heavy texture.

← See Photograph.

3" Pot \$1⁰⁰ Each 3 for \$2⁷⁵

4" Pot 2²⁵ Each 3 for 6⁰⁰

PHILODENDRON CORDATUM

Undoubtedly the most popular and widest distributed house plant. This attractive trailing plant can be grown in either soil, peat or water, and can be grown under the most extreme conditions.

← See Photograph.

2½" Pot \$.25 Each 3 for \$.70

3" Pot .75 Each 3 for 2⁰⁰

4" Pot 1²⁵ Each 3 for 3⁵⁰

PHILODENDRON CORDATUM VARIEGATUM

Same as above but with very attractive silver and light green variegated leaves. Fine for contrast effect. See Photograph on page 17.

2½" Pot \$.30 Each 3 for \$.80

3" Pot .80 Each 3 for 2²⁵

4" Pot 1⁵⁰ Each 3 for 4⁰⁰

PHILODENDRON CRUENTUM

A recent introduction from Peru. The spade-shaped leaf is of a bright green color while the background of the foliage is colored a bright mahogany red, giving a beautiful two-tone effect.

← See Photograph.

4" Pot \$3⁷⁵ Each 3 for \$10⁵⁰

6" Pot 4⁷⁵ Each 3 for 12⁵⁰

PHILODENDRON DUBIUM

Deeply lobed leaves give a very startling effect. Very popular. (Upper Photograph on page 16.)

6" Pot \$3⁰⁰ Each 3 for \$7⁵⁰

All prices on Foliage plants are FOB Jacksonville, Florida. On orders for shipment please add 10% of list price to cover packing charges.

PHILODENDRON GUTTIFERYUM

One of the best new introductions from Costa Rica. Small leathery foliage carried on broadly winged petioles. See Totempoles on page 18.

PHILODENDRON HASTATUM

Introduction from Brazil with arrowshaped, bright green leaves. Easily grown, it gives a startling tropical effect. (See Photograph) ➡➡➡

4" Pot \$225 Each 3 for \$600

6" Pot 300 Each 3 for 800



PHIL. HASTATUM

PHILODENDRON MANDAIANUM

A cross between Philodendron Hastatum and Philodendron Erubescens. Resembles Hastatum but the young growth and foliage is of a very attractive reddish shade giving a pleasing contrast with mature satin green leaves. (See center photograph page 16.)

4" Pot \$250 Each 3 for \$700

6" Pot 350 Each 3 for 900



PHIL. PANDURAEFORME

PHILODENDRON PANDURAEFORME

(The Fiddle Leaf Plant) From the mountains of Peru comes this most unusual of all climbing Philodendrons. Excellent keeper with no two leaves alike. Unsurpassed for exotic tropical effect. (See photograph) ➡➡➡

3" Pot \$150 Each 3 for \$400

4" Pot 250 Each 3 for 700

PHILODENDRON PITTIERI

A new introduction from Costa Rica with broad and shiny heart shaped leaves. Will stand extremely dry conditions. Lower Photograph page 16.

3" Pot \$125 Each 3 for \$325

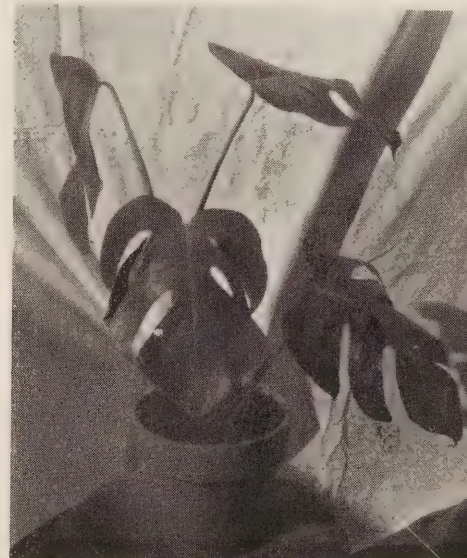
4" Pot 200 Each 3 for 550

PHILODENDRON PERTUSUM

(Monstera deliciosa)

The Swiss Cheese plant with large rounded perforated leaves. Excellent for trying conditions where large growing specimen is required. See photograph. ➡➡➡

6" Pot \$350 Each



PHIL. PERTUSUM



PHILODENDRON SAGITATUM

Resembling Philodendron Hastatum but with larger more pointed leaves. Very striking.

6" Pot \$3.50 Each

PHILODENDRON SIMSI

New introduction from Guiana with heavy leaf resembling Hastatum but much smaller. This appears to be one of the best of the new introductions.

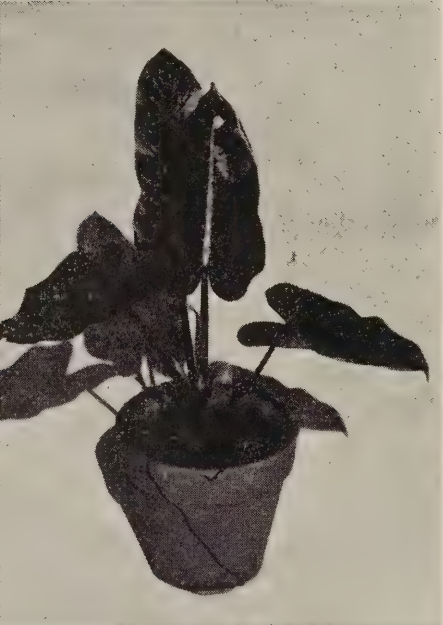
3" Pot \$1.50 Each 3 for \$4.00

4" Pot 2.50 Each 3 for 7.00

PHILODENDRON SODIROI

Heart shaped silvery leaves. Fine for color effect and especially well adapted to shady location. Slow growing.

3" Pot \$1.00 Each



All prices on Foliage plants are FOB Jacksonville, Florida. On orders for shipment please add 10% of list price to cover packing charges.

SELFHEADING PHILODENDRONS

PHILODENDRON SELLOUM

This introduction from Brazil, has beautifully cut leaves and is said to withstand temperatures in the low twenties. An excellent specimen plant. Fine for patios. See photograph page 17.

6" Pot \$ 5.00 Each

10" Fluted Pot 10.00 Each

3 GALLON CAN

(Approx. 2½ to 3' in height and width)

\$12.50 to \$15.00 Each

PHILODENDRON WENDLANDI

Rich green leaves arranged circularly around their base. Will stand extremes of temperature and drought without apparent ill effect. New. Photograph page 17.

4" Pot \$4.50 Each

6" Pot 6.50 Each



Upper Photograph PHIL. DUBIUM
Center Photograph PHIL. MANDAIANUM
Lower Photograph PHIL. PITTIERI



PHIL. SELLOUM



PHIL. WENDLANDI

TOTEM POLES

For Your Immediate Enjoyment

Finished plants grown on Cut or Natural Hawaiian Tree Fern. Most of these are combinations of 2 or 3 different varieties of plants to give a luxurious tropical effect.

PHIL. CORDATUM—Pothos Aureus

5" Pot with 18" Totem Pole, Each..... \$2.25

6" Pot with 24" Totem Pole, Each..... 2.75

PHIL. CORDATUM—Phil. Cordatum Variegatum

5" Pot with 18" Totem Pole, Each..... \$2.25

6" Pot with 24" Totem Pole, Each..... 2.75

PHOENIX ROEBELINI

PHIL. CORDATUM VAR. POTHOS AUREUS
PHIL. CORDATUM

PHIL. SAGITATUM
PHIL. CORDATUM



PHIL. PANDURAEFORME—Phil Cordatum Variegatum	
6" Pot with 24" Totem Pole, Each.....	\$3.25
PHIL. SIMSI—Phil. Cordatum	
6" Pot with 24" Totem Pole, Each.....	\$3.25
PHIL. CORDATUM	
5" Pot with 18" Totem Pole, Each.....	\$2.00
6" Pot with 24" Totem Pole, Each.....	2.50
PHIL. GUTTIFERYUM	
6" Pot with 24" Totem Pole, Each.....	\$3.50
SYNGONIUM TRIPARTITUM	
6" Pot with 24" Totem Pole, Each.....	\$2.00
PHIL. DUBIUM—Phil. Panduræforme—Phil. Cordatum	
10" Pot with Tree Fern Pole (30-36"), Each.....	\$8.50
PHIL. MANDAIANUM—Phil. Simsi—Phil. Cordatum	
10" Pot with Tree Fern Pole (30-36"), Each.....	\$8.50
PHIL. HASTATUM—Phil. Panduræforme—Phil. Cordatum	
10" Fluted Pot with Tree Fern Pole (30-36"), Each.....	\$9.50
PHIL. CRUENTUM—Phil. Pittieri—Phil. Cordatum	
10" Fluted Pot with Tree Fern Pole (30-36"), Each.....	\$9.50

All prices on Foliage plants are FOB Jacksonville, Florida. On orders for shipment please add 10% of list price to cover packing charges.

4 POSTPAID COLLECTION BARGAINS

COLLECTION NO. 1

- 2 Phil. Cordatum Var. 2½" Pot
- 1 Phil. Simsi 3" Pot
- 1 24" Tree Fern Pole

\$250

POSTPAID

COLLECTION NO. 2

- 1 Phil. Cordatum Var. 2½" Pot
- 1 Phil. Panduræforme 3" Pot
- 1 Pothos Aureus 2½" Pot
- 1 24" Tree Fern Pole

\$300

POSTPAID

COLLECTION NO. 3

- 1 Phil. Auritum 3" Pot
- 1 Phil. Cordatum 2½" Pot
- 1 Phil. Hastatum 4" Pot
- 1 24" Tree Fern Pole

\$450

POSTPAID

COLLECTION NO. 4


- 1 Phil. Cordatum 2½" Pot
- 1 Pothos Aureus 2½" Pot
- 1 Phil. Cruentum 4" Pot
- 1 24" Tree Fern Pole

\$500

POSTPAID

OTHER DECORATIVE PLANTS For INDOOR or PATIO USE

ARALIA SEIBOLDI (*Fatsia japonica*)

One of the most decorative of all indoor plants. Can stand low outdoor temperatures but should be used in shady locations only. See Photograph 

3 Gal. Cans \$8.50 Each



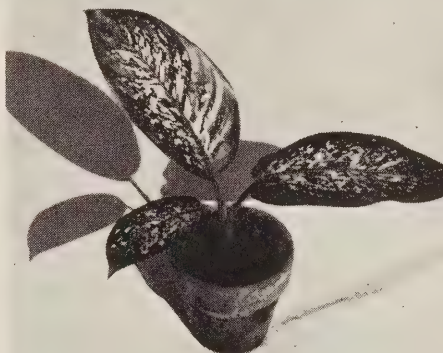
DIEFFENBACHIA PICTA

Extremely tolerant of trying conditions. Rich green leaves with whitish green variegation. See Photograph this Page.

3" Pot \$1.00 Each

4" Pot 1.00 Each

5" Pot 2.25 Each



FATSHEDERA LIZEI

Attractive upright growing shrub. Especially recommended for cool indoor locations. See Photograph this Page.

1 Gal. Cans \$1.50 Each

PEPEROMIA OBTUSIFOLIA VARIEGATA (Baby Rubber)

Dominantly cream and golden variegated leaves. Makes an excellent little plant. Will last indefinitely if kept on dry side.

2 1/2" Pot \$.35 Each 3 for \$1.00

POTHOS AUREUS

One of the most satisfactory and attractive trailing plants for indoor use. Bright green foliage with golden yellow mottling. Likes high temperatures and must be kept rather dry. See Photograph Page 17.

2 1/2" Pot \$.25 Each 3 for \$.70

3" Pot .75 Each 3 for 2.00

4" Pot 1.25 Each 3 for 3.50



POTHOS AUREUS Var. SILVER STREAK

Variegated snowy white and green, this is probably the most beautiful of the variegated forms. Must be kept on dry side.

2 1/4" Pot \$.35 Each 3 for \$1.00

PHOENIX ROEBELENI PALM (Pigmy Date)

Graceful lacy foliage makes this variety very worthwhile. Likes moisture especially if temperatures are high. See Photograph Page 17.

3" Pot \$1.00 Each

4" Pot 1.50 Each

Upper Photograph ARALIA SEIBOLDI
Center Photograph DIEFFENBACHIA PICTA
Lower Photograph FATSHEDERA LIZEI



SCHEFFLERA DIGITA



HIBISCUS—Painted Lady



HIBISCUS—Single Scarlet

SCHEFFLERA DIGITATA

Excellent subject where large growing specimens are needed. Must be kept on dry side to prevent shedding of leaves. See Photograph this Page.

4" Pot \$ 1.00 Each

10" Fluted Pot 6.50 Each

3 Gallon Cans (5-7') 12.50 Each

HIBISCUS

You can bring the beauty and glamor of the tropics to your garden by planting Hibiscus. Inexpensive and easy to grow, these remarkable plants will add new beauty to your garden, which you may not have thought possible before.

Hibiscus blooms almost continuously from early spring to fall, producing an unbelievable number of flowers per plant. You may choose varieties with dainty flowers only 2 inches across or types with gigantic blossoms of 8 or 9 inches. Your preference may be for single, semi-double or double varieties in colors from the purest silvery white to the deepest maroon-red, yellows or shades of orange with all intermediate pastel tints and combinations of colors.

Hibiscus blooms are excellent for cutting, some will last as long as twelve hours, and, believe it or not, they do not have to be kept in water to remain fresh.

Being tropical in origin, Hibiscus are somewhat tender, but **you can grow them in your southern garden** if these rules are followed:

Plant in well-drained soil only, in a sunny, protected location.

Do not fertilize during late summer or fall.

Protect during cold weather.

Quart \$1.25 Each Postpaid

3 Strong Plants \$3.50 Postpaid

COLUMBIA. Very full peony form. Carmine to rose pink coloring. Very much like the Columbia rose.

DARK-EYED GRANDIFLORA. Bushy, upright grower. Small, light pink flowers with deep throat.

GLORIANA. Beautiful single flowers of lavender-pink shadings edged with gold speckled effect.

GRANDIFLORA. Single, light pink with medium pink eye.

HONOLULA. Very large crimson-vermillion. Single.

INDIAN CHIEF. Large, single, orange-red flowers. Very desirable.

LILLIAN WILDER. Strong grower producing an abundance of medium-sized flowers shading from delicate pink to white.

LUTEA. Upright; free bloomer. Cream-yellow flower with dark red throat.

MAHOGANY. Double flower of odd shade of purplish brown. Most unusual.

MINERVA. Very vigorous grower and prolific bloomer. Medium-sized, orchid-pink flowers. Very desirable.

PAINTED LADY. Single; deep pink with dark center. See Photograph Page 20.

PEACHBLOW. Double, peach-pink flowers with deep red throat. Very lovely.

PRESIDENT TRUMAN. Very vigorous grower with large, single, flaming red flower with deeper eyezone.

PURITY (RUTH WILCOX). Pure white, single flowers of medium size. One of the best. See Photograph this Page.

SINGLE SCARLET. Most vigorous variety with brilliant red flowers. Very prolific. See Photograph Page 20.

SUNSHINE. Very large single flower of Autumn shades.

NOTE: Hibiscus in quart cans will be ready for shipment approximately March 1, 1953. We will be glad to book your reserve order and ship as soon as possible.

Quart \$1.50 Each Postpaid

3 Beautiful Plants for only \$4.25 Postpaid

AMERICAN BEAUTY. Double; dark pink. Compact grower.

BETTY CHALK. Very desirable variety. Brilliant red flowers with dark throat. See Photograph this Page.

BUTTERFLY. Upright grower with large, yellow blooms with a light center.

CECELIA. Beautiful semi-double flower of bright scarlet. Free flowering. One of the best. See Photograph this Page.

DOUBLE PINK AND WHITE. Upright grower with loosely formed flowers of white and bright pink.

DOUBLE YELLOW. Probably the most desirable of all Hibiscus. Full double, golden yellow flower. See Photograph Page 22.

FANNY PECK. Strong grower producing an abundance of semi-double, cerise-colored flowers. Very showy.



HIBISCUS—Ruth Wilcox



BETTY CHALK



HIBISCUS—Cecelia



HIBISCUS—Double Yellow



HIBISCUS—Hurricania

FLAMINGO PLUME. Beautiful double flower of true flamingo color.

GLORIOUS A. Large overlapping ruffled type. Pinkish-orange at tips to light pink in center.

KONA. Our choice of double pinks. Gigantic blooms of loose formation. Very strong grower.

MONARCH. Very spectacular, dark crimson, double flower. One of the best.

For The Plant Fancier 7 Outstanding Varieties

Only \$1.75 Each, Postpaid

BRIDE. Very large flowers of the most delicate pastel pink imaginable. Wide, overlapping petals. Very unusual. See Photograph Page 23.

CONNIE VEREEN. Single. Very large apricot yellow flower with light center. See Photograph Page 24.

ECLIPSE. Beautiful single flower. Golden yellow with red throat.

HURRICANIA. Semi-double; clear rich pink sometimes showing white variegation. Most desirable. See Photograph this Page.

MRS. MARY JOHNSON. The most spectacular of all Hibiscus. Light carmine-rose flower often 7 to 8 inches across. Bushy, compact grower. See Photograph Page 23.

SOPHISTICATE. Single flower with huge yellow petals flushed pink.

VELVET TOUCH. One of the most outstanding varieties with large single bright rose flowers. See Photograph Page 24.

Something New for Your Garden

BLUE-LILY OF THE NILE

AGAPANTHUS are among the easiest grown bulbs and deserve a place in your Garden. They are excellent for low borders or Tub plants. With strong evergreen foliage and tall spikes of Heavenly Blue flowers they are wonderful in combination with flowering Shrubs, Annuals or other Bulbous Plants. Being very shallow rooted, a heavy mulching is advisable.

AGAPANTHUS ORIENTALIS. Very robust variety with large heads of Blue Flowers on 4 foot stems. Broad evergreen foliage.

\$.60 Each 5 for \$2.50

A. LONGISPATHUS. A new species with narrow foliage and of more compact habit of growth than Orientalis. Very graceful and floriferous.

.75 Each 5 for \$3.25

Agapanthus orders of \$4.00 or more are shipped prepaid; otherwise please add 35c to cover cost of packing and transportation.

ORNAMENTAL SHRUBS, TREES AND VINES

Since the war years great progress has been made in finding new and more efficient ways of producing plants. One of the most popular moves has been the growing of ornamental plants in containers. This not only makes year around transplanting possible but it also cuts down handling and shipping charges and guarantees the customer immediate results.

This year we are only listing ornamental shrubs, trees and vines in container grown sizes, **which can be shipped to you at any time of the year.** Just slip the container from around the roots and set out the plant in its permanent location. No cutting back is necessary and no time is lost, so you may enjoy these plants without delay.

We carry, however, a complete line of ornamental plant materials in larger balled and burlapped sizes, and invite your inquiries. We will be glad to quote you on any items not listed, such as Azaleas, Citrus, Berrying and Flowering Shrubs, Shade Trees or Palms.

ARDISIA crenulata. Shade-loving, dwarf plant with an abundance of bright red berries in winter.

Gallon Cans **Each \$1.50**

AUSTRALIAN PINE (*Casuarina cunninghamiana*). Hardy type. Fine for fast-growing shade tree or may be kept pruned in any desired form.

Gallon Cans **Each .60 10 \$5.00**

BELOPERONE guttata (Corsican Shrimp Plant). Attractive shrub with drooping racemes of cream and purple flowers enclosed in rosy copper bracts. Quite hardy in North Florida.

Gallon Can **Each \$.75**

BIGONIA speciosa (Glory Vine). Dark green foliage. Large, trumpet-shaped, lavender flowers in May. Excellent where a quick evergreen screen is desired.

Gallon Cans **Each \$1.50**

BOUGAINVILLEA. Beautiful tropical vines. Easy to grow in a well-drained, sunny location. For best results do not over-fertilize. Photograph Page 25.

Crimson Lake. Striking crimson flowers. Free bloomer.

Gallon Cans **Each \$1.50**

CALLIANDRA haematoma. Unusual semi-tropical plant of low bushy habit of growth. Very free flowering with fire-red powder puff like blossoms. Striking in an informal planting.

Gallon Cans **Each \$1.50**

CAMELLIA sasanqua. See Photograph Page 24.

Cleopatra. Bush upright grower with clear pink blossoms.

Mine-No-Yuki. Spreading habit of growth. Double-white.

Rosea. Upright grower with deep pink flowers.

Gallon Cans **Each \$1.25**

On orders for shipment please add 10 percent to the list price to cover packing charges.



HIBISCUS—Bride



HIBISCUS—Mrs. Mary Johnson



CONNIE VEREEN



VELVET TOUCH



CAMELLIA SASANQUA

CASSIA bicapsularis. Fall-flowering ornamental shrub or small tree. Canary-yellow flowers, borne in short racemes. Very ornamental.

Gallon Cans **Each \$1.25**
3 Gallon Cans **Each \$2.75**

CESTRUM Elegans. A medium growing shrub with attractive soft green foliage and red tubular flowers. Can be used in either sun or partial shade.

1 Gallon Cans **Each \$1.25**
3 Gallon Cans **Each \$2.75**

To get the best results, use the best fertilizer money can buy. That is why we use and recommend only:

RELIANCE AZALEA AND CAMELLIA SPECIAL FERTILIZER

For your convenience we keep a stock of this fertilizer on hand at all times.

100-lb. bags	\$4.75
50-lb. bags	2.75
25-lb. bags	1.60
10-lb. bags90
5-lb. bags55

Always insist on factory-bagged material. Prices plus tax.

DURANTA plumieri (Golden Dewdrop). Fast-growing, upright shrub with blue-lilac flowers followed by yellow berries. Although quite tender in North Florida, it is a worthwhile addition to any planting.

Gallon Cans **Each \$1.25**
3 Gallon Cans **Each \$2.75**

FEIJOA sellowiana (Mexican Guava). Excellent, compact-growing plant with two-tone white and red flowers. Fine for screen or high border. See Photograph Page 26.

Gallon Cans **Each \$1.25**

HEDERA canariensis (Algerian Ivy). Excellent for ground cover in shade. Leaf much larger and of lighter green than English Ivy. Fast grower.

Gallon Cans **Each \$1.50**

ILEX cornuta (Chinese Holly). Beautiful dark green, glossy foliage. Berries large. Fine for specimen.

Gallon Cans **Each \$1.75**
3 Gallon Cans **Each \$3.75**

I. crenata rotundifolia (Japanese Holly). A dwarf type with boxwood-like foliage. Black berries.

Gallon Cans **Each \$2.00**

On orders for shipment please add 10 percent to the list price to cover packing charges.

1. **opaca, East Palatka.** Very fast-growing type of American Holly with light green foliage. Berries borne in great profusion.

Gallon Cans **Each \$1.50**
3 Gallon Cans **Each \$2.75**

- ILLICIUM anisatum** (Anise Tree). Rapid-growing upright, broad-leaved evergreen shrub. Leaves fragrant when bruised. Fine for background.

Gallon Cans **Each \$1.50**

- JASMINUM pubescens** (Furry Jasmine). Star-shaped white flowers in fall. May be grown as shrub or vine.

Gallon Cans **Each \$1.50**

- JASMINUM Sambac** (fleur d'amour). With sweet scented double white flowers.

Gallon Cans **Each \$1.50**

- JASMINUM simplicifolium** (Wax Jasmine). Rapid grower with star-shaped, white flowers. Blooms in midsummer. See Photograph This Page.

Gallon Cans **Each \$1.50**

On orders for shipment please add 10 percent to the list price to cover packing charges.

A **MUST** for Successful Azalea Growing **Imported Holland Peat**

Ideal for the preparation of Azalea beds. No waste
 —No weeds.

Large Bales **\$4.95** **Each**
F.O.B. Jacksonville, Florida

Write for special prices in quantity lots.

- KOELREUTERIA paniculata** (Golden rain tree). Attractive fast growing tree. Seed pods produced in large panicles look like small red japanese lanterns.

Gallon Cans **Each \$1.75**

- LANTANA sellowiana** (Weeping Lantana). Very showy. Small clusters of lavender flowers from early spring till fall. Excellent for flower boxes. See Photograph This Page.

Quart Cans **Each \$.75**

- LIGUSTRUM Lucidum** (Wax-leaf Ligustrum). The finest of all Ligustrums, with waxy green foliage and bushy habit of growth. May be pruned in any desired shape or allowed to grow naturally.

3 Gallon Cans **Each \$1.75**

- LIVISTONA CHINENSIS** (Chinese Fan Palm). Extremely slow growing Fan Palm. Excelent for shady location. Very hardy.

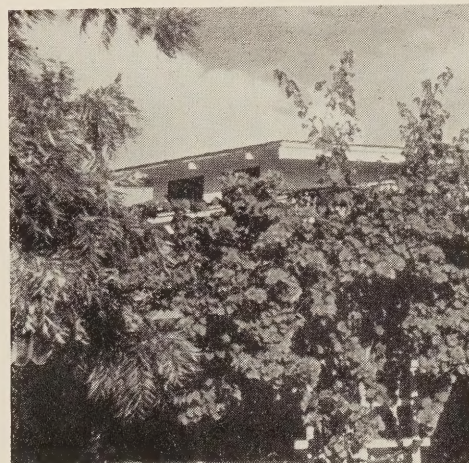
3 Gallon Cans **Each \$2.75**



JASMINUM SIMPLICIFOLIUM



LANTANA SELLOWIANA



BOUGAINVILLEA



AMERICAN HOLLY



FEIJOA BLOSSOMS



MIMOSA

LOQUAT (Japanese Plum). A medium sized tree with attractive evergreen foliage and large clusters of yellow fruit. Very ornamental.

Gallon Cans **Each \$1.25**

3 Gallon Cans **Each \$4.50**

For Special Daylily Bargains

See Pages 4 Through 12

MIMOSA (*Albizzia julibrissin*). Fast-growing, deciduous tree with flat-topped head. Abundance of pink flowers in early summer. Photograph This Page.

Gallon Cans **Each \$1.25**

NERIUM oleander. (Oleander). Fast-growing evergreen shrub with attractive flowers in spring and summer. Fine for flowering hedge or road planting.

Cardinal (deep red), **Double Pink**, and **Shell-Pink**.

3 Gallon Cans **Each \$2.75**

PARKINSONIA aculeata (Jerusalem Thorn) Thorny shrub or small tree with fragrant yellow flowers.

Gallon Cans **Each \$1.50**

3 Gallon Cans **Each \$3.50**

PHOENIX CANARIENSIS (Canary Island Date Palm). One of the most spectacular palms. Excellent for lawn specimen.

3 Gallon Cans **Each \$3.00**

PITTOSPORUM tobira. Hardy evergreen shrub with dark glossy leaves. Fine for hedges of seaside planting. Can be grown in either sun or shade.

Gallon Cans **Each \$1.25**

PLUMBAGO capensis (Blue Leadwort). Low growing and of somewhat climbing habit of growth. Light blue flowers producing during entire spring and summer. Fine for low border or boxes.

Gallon Cans **Each \$1.25**

POLYSTICHUM (Holly Fern). Beautiful shade-loving Fern. Excellent for pot plant or rockery.

Strong clumps, B&B **\$1.50**

On orders for shipment please add 10 percent to the list price to cover packing charges.

PYRACANTHA coccinea lalandii (Firethorn). Upright, fast-growing type with orange-red berries which open during early fall. Fine for high hedges.

Gallon Cans **Each \$1.75**

3 Gallon Cans **Each \$3.50**

P. formosana splendens. More spreading habit, with red berries borne in enormous clusters. Beautiful for specimen or high screen. See Photograph this page.

Gallon Cans **Each \$1.75**

3 Gallon Cans **Each \$4.00**

RHYNCHOSPERMUM jasminoides (Confederate Jasmine). Dark green foliage with sweet-scented, white flowers in spring. Very fine.

Gallon Cans **Each \$1.50**

SEVERINIA buxifolia (Boxorange). Low-growing, spiny shrub. Excellent for hedges. Stands shearing well. White flowers followed by black berries.

Gallon Cans **Each \$1.50**

THRYALLIS glauca. Dwarf plant of surprising hardiness. Bears small yellow flowers from early spring to fall. Excellent for low border.

Gallon Cans **Each \$1.25**

VIBURNUM odoratissimum (Sweet Viburnum). Fast-growing evergreen shrub with very fragrant white flowers in early spring.

Gallon Cans **Each \$1.00**

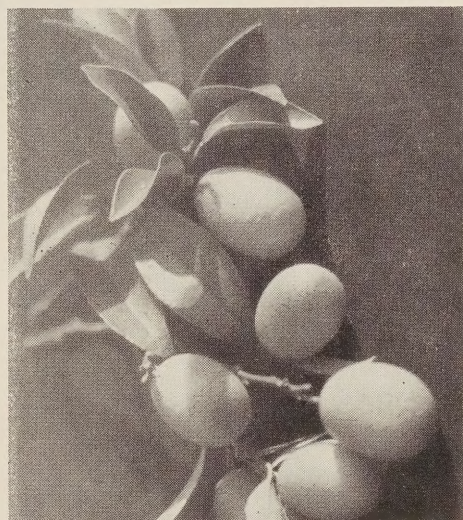
VIBURNUM suspensum (Sandankwa Viburnum). Slow growing of spreading habit. Attractive white flowers. Likes partial shade.

Gallon Cans **Each \$1.25**

3 Gallon Cans **Each \$3.00**



PYRACANTHA FORMOSANA



NAGAMI KUMQUAT

On orders for shipment please add 10 percent to the list price to cover packing charges.

Don't Delay . . . Order Today!

**ORNAMENTAL PLANTS
MAKE WONDERFUL GIFTS**

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Remember a relative, friend or business associate. Simply send us their name and address. The date you want them to receive the gift and we will ship direct.

See page 2 for Terms and Conditions



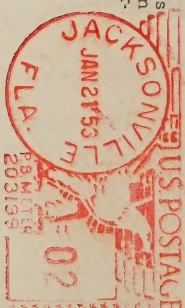
DURANTA PLUMIERI (Golden Dewdrop)

JACKSONVILLE LANDSCAPE COMPANY

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Plant America!